

# ACT 1

This is mainly about the moment prior to our guy turning on the Delta In2uiton Shower. Here we'll have to 2 main goals:

- 1. The setup. I envision showcasing an initial exterior shot of a house showcasing its beautiful architecture, perhaps with a window slightly open. I imagine this as a way to reflect the target audience and their aspirational universe. It's the beginning of the day, around 6-ish. That magic hour when the beautiful bits of light just start to appear, making everything look beautiful but sleepy. As we cut inside, where we see a shot of the home, arriving at an equally beautiful designed bathroom. Perhaps off to the side we see a bedroom light on. Simply to increase the spot visually and portray the fact that someone has clearly just woken up.
- 2. To present our guy. He's in this super sleepy, zombie like state before getting into the shower. Like that typical portrait of "the man before he's had his coffee".

This initial setup shouldn't take too long. Simply an establishing shot where our guy is walking towards the shower, or already there. And perhaps he's wearing a simple pair of boxers. Let's discuss together geography and how to frame this take.

And we'd want a close up to see how almost asleep he is, right before we arrive at the moment when he turns on the shower...



# ACT 2

In this stage we are going to experience a build up, from the moment the first drops of water touch our hero's skin until the moment of climax where he's ecstatic, and almost dancing.

In between there will be the build up: